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# **National 5 A Day Partnership Plan**

**2001-2004**



## National 5 A Day Partnership Plan

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### **PURPOSE**

Government agencies, not-for-profit groups, and industry collaborate to expand 5 A Day efforts to increase consumption of fruits and vegetables for improved public health. Promotion, media, national and state-based programs, research, policy, and environmental strategies will be used to foster behavioral change. Success will require more resources and capabilities.

### **VISION 2004**

We will have a comprehensive, coordinated national campaign infrastructure that increases fruit and vegetable consumption to 5 A Day for 75 percent of Americans by 2010.



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### OVERRIDING PRINCIPLES

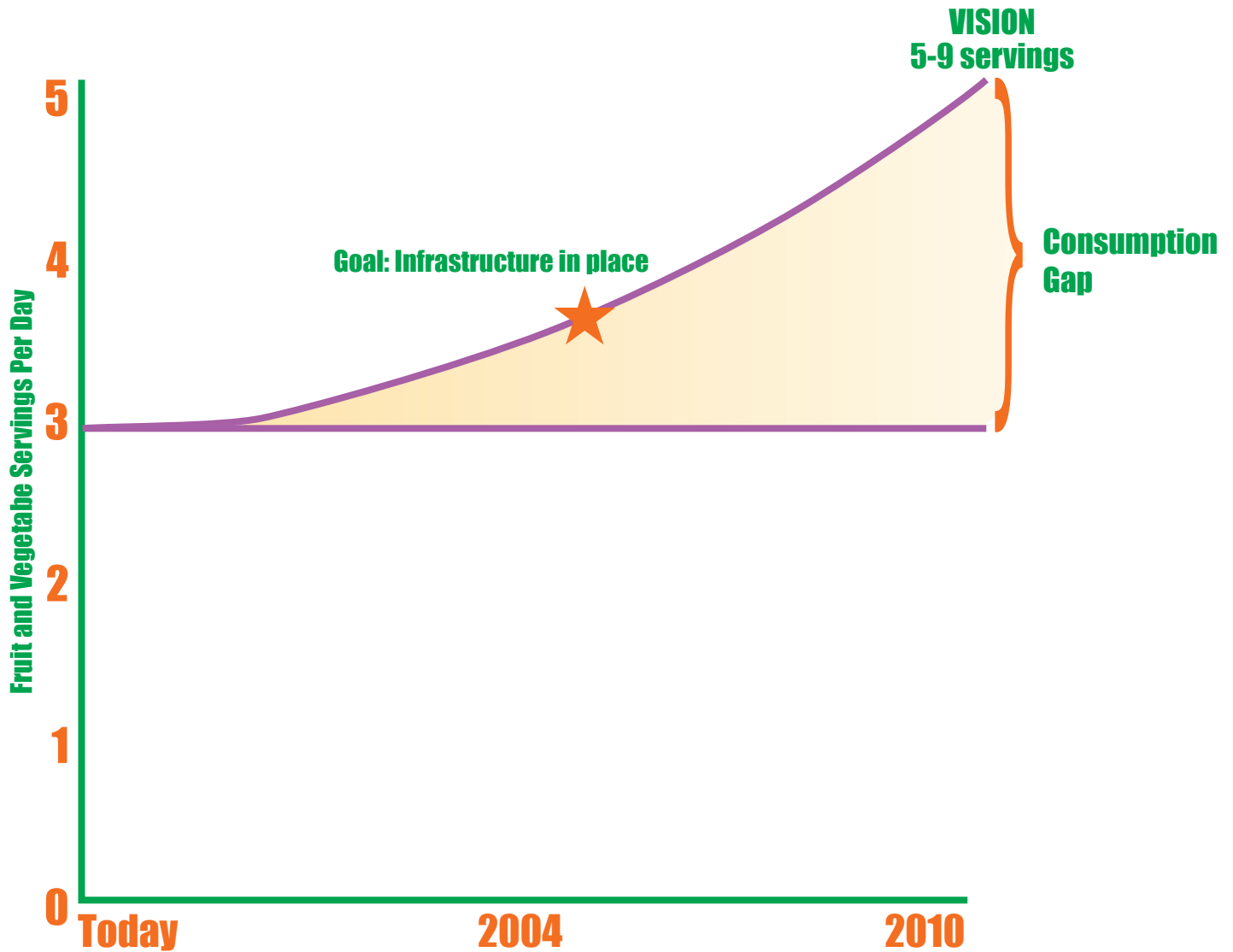
To achieve our vision, we believe that our campaign must:

- Be embraced by multiple spheres of influence: individual, family, interpersonal, organizational, industrial, community, media, and policy.
- Include local, state, and national levels of action with multiple approaches: community efforts, communications, industry programs, policy changes, environmental change, and economic change.
- Incorporate a 5-9 servings message.



## National 5 A Day Partnership Plan

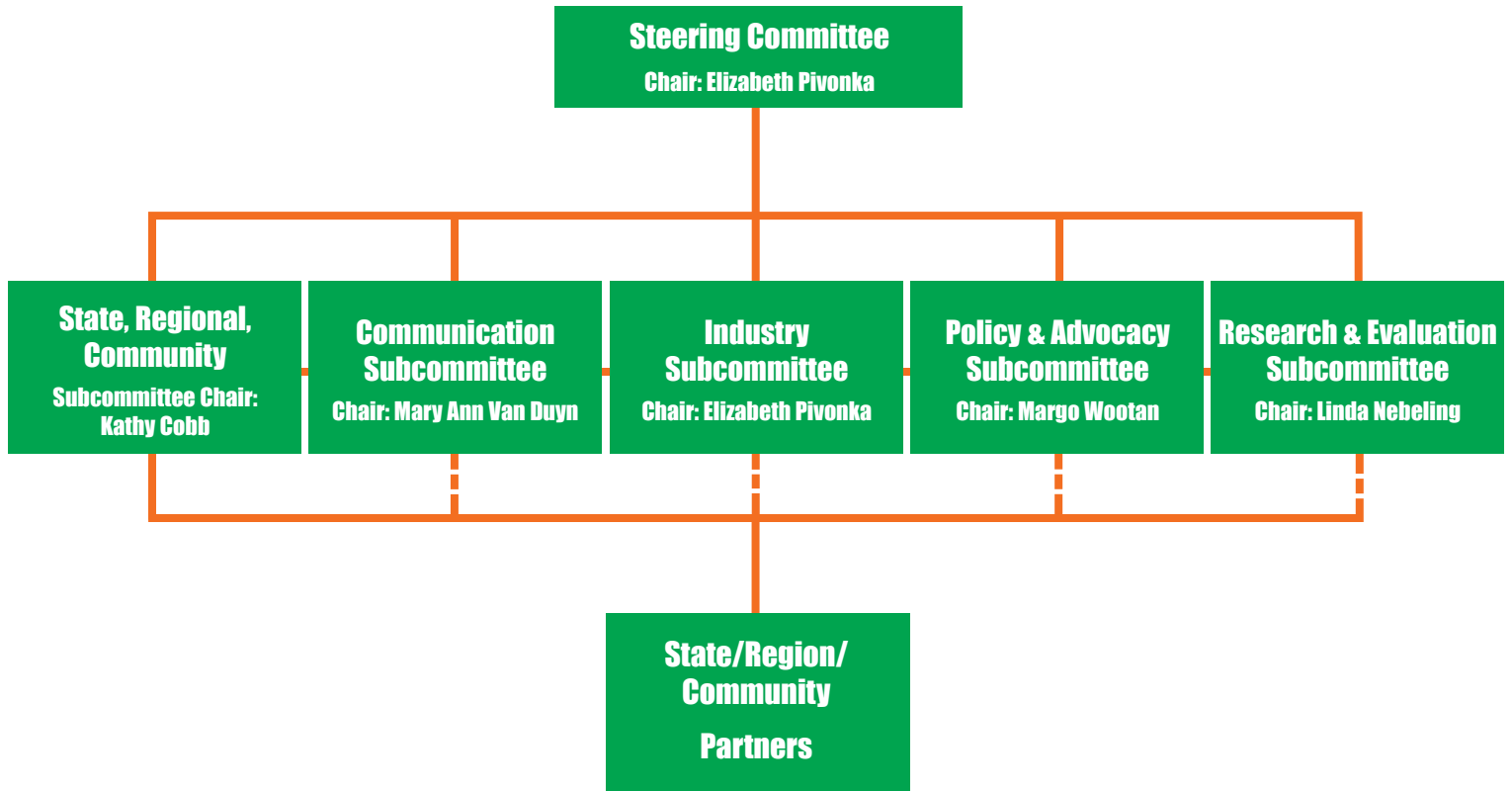
### 5 A DAY STRATEGIC PLAN: CLOSING THE GAP





## National 5 A Day Partnership Plan

### 5 A DAY PARTNERSHIP STRUCTURE



### Partners Represented on Steering Committee

American Cancer Society

American Heart Association\*

Association of State and Territorial Directors of  
Health Promotion and Public Health Education

Food and Nutrition Service, USDA\*\*

Centers for Disease Control and Prevention

National Alliance for Nutrition and Activity

National Cancer Institute

Produce for Better Health Foundation

Produce Marketing Association

United Fresh Fruit and Vegetable Association

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\* *Invited to Participate*

\*\* *Other agencies within USDA  
invited to participate*



## National 5 A Day Partnership Plan

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### STATE, REGIONAL AND COMMUNITY ORGANIZATIONS SUBCOMMITTEE PLAN

**Goal:** In collaboration with the national strategic plan, develop a well-coordinated, well-integrated state and community infrastructure to increase significantly consumption of fruits and vegetables

**Objective 1: Make the 5 A Day program a cornerstone of chronic disease prevention and health promotion programs in states, regions, and communities**

#### Strategies:

- A.** Initiate a strategic planning process at state and community levels with appropriate regional, state, and local partners who are involved with government, agriculture, industry, health care, education, environmental change, policy, research, and communications
  - 1.** Provide planning template to states and communities that is aligned with the national 5 A Day plan and the seven Nutrition and Physical Activity Work Group Guidelines for creating and sustaining comprehensive programs to promote healthy eating and physical activity
  - 2.** Assess current state/community/partner 5 A Day Program assets and identify new opportunities
  - 3.** Review and update NCI licensing process and incorporate into state strategic plans as feasible
  - 4.** Incorporate benchmarks to chart progress against goals and objectives in the state/community plans
- B.** Encourage state/community strategic plans to:
  - 1.** Include the national priorities for research and surveillance, industry, communications, environmental and policy change, advocacy, and leadership
  - 2.** Make 5 A Day a priority for appropriate state, regional, and community public officials
    - Engage government officials, health community organizations, trade groups, and professional organizations in advocacy
    - Work on state and local legislation for environmental and policy change, programs, and appropriations
    - Identify or create state or local advocacy groups such as the National Alliance for Nutrition and Activity
  - 3.** Make 5 A Day a priority with leaders in the non-profit, business and foundation sectors
  - 4.** Make 5 A Day an integral part of existing state/community nutrition and health programs

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### STATE, REGIONAL AND COMMUNITY ORGANIZATIONS SUBCOMMITTEE PLAN (CON'T.)

#### **Objective 2: Enhance state and local effectiveness for promoting fruit and vegetable intake**

##### **Strategies:**

- A.** Enhance funding for state, regional and local 5 A Day/nutrition and physical activity programs
  - 1.** Identify potential funding sources and provide advice on how to work with potential funders
  - 2.** Cultivate partnerships between public/private sectors
  - 3.** Secure funding from a variety of sources
- B.** Strengthen state and community partner coordination and collaboration at the state, regional, and local levels to make 5 A Day more visible
  - 1.** Create networking system for 5 A Day partners to link with the national program
  - 2.** Create a national clearinghouse for resources (data/programs/materials/funding sources) to support efforts to increase fruit and vegetable intake
- C.** Build strong leadership capacity at the state, regional, and local levels
  - 1.** Obtain high-level policy commitment within state and local government to improve focus on nutrition and physical activity
  - 2.** Create key high-level position for 5 A Day, nutrition and physical activity.
  - 3.** Address training needs of 5 A Day partners in relation to leadership, management and coordination of programs, data and resources, strategic planning, social marketing, environmental change, policy, advocacy, grant writing and funding, surveillance and physical activity
- D.** Support the development, replication and dissemination of evidence-based 5 A Day programs
- E.** Coordinate and help to create synergy between national, state and local communication efforts (link with Communications Subcommittee)
- F.** Provide system for surveillance support (link to the Research/Evaluation Subcommittee)
  - 1.** Behavioral Risk Factor Surveillance Survey (BRFSS)
  - 2.** Youth Risk Behavioral Surveillance Survey (YRBS)
  - 3.** Other formative and evaluative research with consumers and partners, including pilot tests for new intervention approaches
  - 4.** Develop reporting systems for states, partners and programs
- G.** Coordinate work with industry in state, regional and local programs (link to the Industry Subcommittee)
- H.** Provide strategic direction for policy (link to the Policy/Advocacy Subcommittee)



## National 5 A Day Partnership Plan

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### COMMUNICATIONS SUBCOMMITTEE PLAN

**Goal:** To advance the partnership vision by helping to coordinate, facilitate and advise partners about communications to promote fruits and vegetables

**Objective 1: Develop a strategic communications plan for increasing fruit and vegetable consumption across a variety of audiences**

**Strategies:**

- A.** Involve partners in development of the plan
- B.** Identify current audience targets and gaps in audiences, match these against existing efforts, and make adjustments as needed
- C.** Use evidence-based message concepts for key target segments
- D.** Frame messages to enhance their relevance to target audiences
- E.** Identify effective communications strategies for promoting increased fruit and vegetable consumption
- F.** Find ways to involve and partner with gatekeepers, such as policymakers and the media, for increased fruit and vegetable intakes
- G.** Work with communities to change environments to make it easier for people to eat fruits and vegetables
- H.** Involve partners to implement the plans

**Objective 2: Build synergy among partners for communications to promote fruit and vegetable intake**

**Strategies:**

- A.** Encourage partners to identify specific opportunities for incorporating 5 A Day into their plans and programs
- B.** Identify partner barriers to ownership of 5 A Day and develop a plan to overcome them
- C.** Communicate on an ongoing basis with partners (e.g., announcement of new partnership)
- D.** Create mechanisms for sharing resources and information about on-going activities, messages, materials, etc.
- E.** Adapt, adopt, and disseminate effective programs
- F.** Scrutinize partnerships for communication gaps and opportunities and, if necessary, recommend new partners

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### COMMUNICATIONS SUBCOMMITTEE PLAN (con't.)

#### **Objective 3: Synthesize and disseminate resources to partners**

##### **Strategies:**

- A.** Create a process for partners to share communications, products, tactics, formative research, messages and strategies with each other (e.g., results of research and model programs in a timely manner)
- B.** Create a process to synthesize our communication tools and processes
- C.** Organize a clearinghouse of information and a Web-based distribution system – including a formal process for communication between national programs and the states/regions in a timely fashion – and vice versa (link with the State/Regional/Community, Industry, Policy/Advocacy and Research Subcommittees)
- D.** Facilitate 5 A Day presence at partner meetings

#### **Objective 4: Leverage industry resources**

##### **Strategies:**

- A.** Urge retailers to adopt and use common 5 A Day messages
- B.** Expand involvement of existing and new industry partners (e.g., canned, frozen, dried, food service, nontraditional)
- C.** Involve national and regional retailers in the 5 A Day strategic planning process
- D.** Support states, regions, and community groups with strategies and programs to leverage resources at the local level
- E.** Leverage the Produce for Better Health Foundation (PBH) retailer communications to share progress (e.g., news release) and communications information with partners

#### **Objective 5: Create a strategic evaluation process**

##### **Strategies:**

- A.** Work with the Research and Evaluation Subcommittee to accomplish this objective
- B.** Design a program evaluation process, and make it modular to add or modify the evaluation component as resources allow
- C.** Create this process with measurement benchmarks and a system for tracking progress against plans, making adjustments as necessary
- D.** Make measurement instruments consistent
- E.** Create a national reporting system for tracking communications

#### **Objective 6: Position the 5 A Day partnership as a source of information about 5 A Day for the media, health professionals, advocacy efforts, and others**



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### INDUSTRY SUBCOMMITTEE PLAN

**Goal:** Fully engage industry sectors to leverage their marketing and communications resources and influence policy and environmental changes to increase fruit and vegetable intake

**Objective 1: Leverage industry marketing and communications resources to increase fruit and vegetable intake**

**Strategies:**

- A.** Facilitate retailer fruit and vegetable promotion programs
- B.** Facilitate supplier (e.g., grower, retailer, wholesaler, commodity board, packager) fruit and vegetable promotion programs
- C.** Facilitate foodservice fruit and vegetable promotion programs
- D.** Facilitate health insurance fruit and vegetable promotion programs
- E.** Facilitate joint efforts among the partners at the national, state, regional, and community level in the above promotion programs (link to the State/Regional/Community Subcommittee)

**Objective 2: Enhance the business climate for increasing fruit and vegetable consumption with greater support from, and building on the success of, public and private partnerships**

**Strategies:**

- A.** Utilize and build on the expertise and resources of the produce industry to mobilize support and implement policy and regulatory changes to increase fruit and vegetable consumption
- B.** Work with public and private partners to further congressional and regulatory activities that support increased fruit and vegetable consumption
- C.** Elevate ongoing efforts to enhance research, promotion, and education efforts to increase fruit and vegetable consumption



## National 5 A Day Partnership Plan

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### POLICY/ADVOCACY SUBCOMMITTEE PLAN

**Goal:** To expand the 5 A Day program: involve more governmental and non-governmental agencies at a deeper level and enhance and leverage resources for the promotion and consumption of fruits and vegetables

- Objective 1:** Cultivate Congressional champions for nutrition, physical activity and obesity
- Objective 2:** Promote within the legislative and executive branches of government a better understanding of the importance of healthy eating, physical activity, and obesity control to the development of disease and disability and to the deaths and costs to which they contribute
- Objective 3:** Encourage federal agencies to define what role they will play in the national 5 A Day program including their role in research, communications, work with state programs, partnerships, policy, environmental change, advocacy, leadership and coordination to promote increased in consumption of fruits and vegetables
- Objective 4:** Work to increase the resources (funding, training, materials, and model programs and policies) available to state agencies for nutrition and physical activity programs, including 5 A Day programs
- Objective 5:** Advocate for resources necessary for a large, national communications campaign to promote fruits and vegetables through the 5 A Day program
- Objective 6:** Urge governmental and non-governmental agencies to expand behavioral, intervention, policy, environmental change, and dissemination research on nutrition, emphasizing fruits and vegetables
- Objective 7:** Persuade agencies to infuse the 5 A Day message into existing programs and provide a larger quantity and wider variety of fruits and vegetables in nutrition assistance programs
- Objective 8:** Assess current federal policy on fruits and vegetables: analyze what changes should be made to agricultural policy, promotional activities, education and research regarding fruits and vegetables to meet dietary guidance on fruits and vegetables



## National 5 A Day Partnership Plan

### RESEARCH AND EVALUATION SUBCOMMITTEE PLAN

- Goals:**
- To provide research expertise and advice to all partners in support of the 5 A Day vision
  - To facilitate information dissemination, collaboration, and coordination of research activities across National 5 A Day programs
  - To facilitate evidence synthesis and application to advance 5 A Day program activities, program evaluation, and identify future research needs

**Objective 1: Summarize the evidence, identify opportunities, and make 5 A Day recommendations for practice**

**Strategies:**

- A.** Synthesize the 5 A Day evidence, chronicle what partners are doing now, identify gaps and plan for the future
- 1.** Review evidence about the promotion of fruits and vegetables in various channels
  - 2.** Review evidence on successful strategies for policy and environment changes to promote fruit and vegetable intake
  - 3.** Look at previously conducted interventions and assess:
    - What approaches are working with what population segments?
    - What approaches are not working?
    - What messages are used most effectively?
    - How do we sustain behavioral change?
    - How do we impact consumption?
    - How do we disseminate strategies that work
  - 4.** Identify determinants of diet and behavior change
  - 5.** Assess monitoring and surveillance systems
    - Which fruits and vegetables count as a serving?
    - What system(s) do we base our monitoring on?
    - What is success: 5, more than 5, or 5-9?



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### RESEARCH AND EVALUATION SUBCOMMITTEE PLAN (con't.)

#### **Objective 2: Identify future lines of research opportunities and funding resources**

##### **Strategies:**

- A.** Leverage research resources and clarify research priorities across the Partnership to promote fruit and vegetable intake
- B.** Recommend future lines of research, share recommendations with partners, and work with the Policy Subcommittee to find funding sources
- C.** Act as a resource on research issues to 5 A Day partners
- D.** Provide counsel on research and evaluation
- E.** Act as spokespersons and experts

#### **Objective 3: Disseminate evidence-based recommendations and research findings to the partners and provide effective models for program application in the field**

##### **Strategies:**

- A.** Identify key partners for 5 A Day messages, programs and research findings (e.g., other subcommittees, agencies, nonprofit groups, industry, policy, and research communities)
- B.** Identify program approaches that work
- C.** Monitor and evaluate the effectiveness of the disseminated programs in the field

#### **Objective 4: Strategically evaluate the 5 A Day campaign**

##### **Strategies:**

- A.** Assess fruit and vegetable consumption baseline data in US populations and monitor progress against the vision
- B.** Monitor access and availability data on fruits and vegetables to enhance interpretation of reported consumption data in US populations
- C.** Provide recommendations in design of program evaluation. Offer strategies, and make recommendations regarding which methodology works best and how to improve existing procedures already in place. Identify modular evaluation components that can be implemented with available resources
- D.** Assess data on the measurement instruments for their ability to evaluate a program's impact on fruit and vegetable consumption and recommend their use
- E.** Assess data on the impact of fruit and vegetable consumption on disease outcomes and cost
- F.** Communicate status on an ongoing basis



## National 5 A Day Partnership Plan

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